

REFERENCES:

- 2020, S. (n.d.). *Number of social network users worldwide from 2017 to 2025(in billions)*. 2020. Retrieved November 21, 2020, from <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>
- Al-Salamin, H., & Al-Hassan, E. (2016). The Impact of Pricing on Consumer Buying Behavior in Saudi Arabia: Al-Hassa Case Study. *European Journal of Business and Management*.
- Alalwan, A. A. (2018). International Journal of Information Management Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42(June), 65–77. <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. In *Telematics and Informatics*. <https://doi.org/10.1016/j.tele.2017.05.008>
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*. <https://doi.org/10.1007/s11747-019-00695-1>
- Armstrong, K. (2013). Principle of Marketing. In *Marketing*.
- BİLGİN, Y. (2018). the Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty. *Business & Management Studies: An International Journal*, 6(1), 128–148. <https://doi.org/10.15295/v6i1.229>
- Carr, C. T., & Hayes, R. A. (2015). Social Media: Defining, Developing, and Divining. *Atlantic Journal of Communication*, 23(1), 46–65. <https://doi.org/10.1080/15456870.2015.972282>
- Dlamini, N. N., & Johnston, K. (2018). The use of social media by South African organisations. *Journal of Advances in Management Research*, 15(2), 198–210. <https://doi.org/10.1108/JAMR-05-2017-0063>
- Dwivedi, Y. K., Kapoor, K. K., & Chen, H. (2015). Social media marketing and advertising. *The Marketing Review*. <https://doi.org/10.1362/146934715x14441363377999>
- Esch, F. R., Möll, T., Schmitt, B., Elger, C. E., Neuhaus, C., & Weber, B. (2012).

Brands on the brain: Do consumers use declarative information or experienced emotions to evaluate brands? *Journal of Consumer Psychology*. <https://doi.org/10.1016/j.jcps.2010.08.004>

Farjam, S., & Hongyi, X. (2015). Reviewing the Concept of Brand Equity and Evaluating Consumer-Based Brand Equity (CBBE) Models. *The International Journal of Management Science and Business Administration*, 1(8), 14–29. <https://doi.org/10.18775/ijmsba.1849-5664-5419.2014.18.1002>

Febriyantoro, M. T. (2020). Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation. *Cogent Business and Management*, 7(1), 1–17. <https://doi.org/10.1080/23311975.2020.1787733>

Foroudi, P. (2019). Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance. *International Journal of Hospitality Management*, 76, 271–285. <https://doi.org/10.1016/j.ijhm.2018.05.016>

Gallaugh, J., & Ransbotham, S. (2010). Social media and customer dialog management at Starbucks. *MIS Quarterly Executive*, 9(4), 197–212.

Hair, Jr, J. F. (2015). Essentials of Business Research Methods. In *Essentials of Business Research Methods*. <https://doi.org/10.4324/9781315704562>

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. In *European Business Review*. <https://doi.org/10.1108/EBR-11-2018-0203>

Hajli, N. (2014). A study of the impact of social media on consumers. *International Journal of Market Research*. <https://doi.org/10.2501/IJMR-2014-025>

Kakkos, N., Trivellas, P., & Sdrolias, L. (2015). Identifying Drivers of Purchase Intention for Private Label Brands. Preliminary Evidence from Greek Consumers. *Procedia - Social and Behavioral Sciences*. <https://doi.org/10.1016/j.sbspro.2015.01.1232>

Kamalul Ariffin, S., Mohan, T., & Goh, Y. N. (2018). Influence of consumers' perceived risk on consumers' online purchase intention. *Journal of Research in Interactive Marketing*, 12(3), 309–327. <https://doi.org/10.1108/JRIM-11-2017-0100>

Kemp, S. (2020). *DIGITAL 2020: INDONESIA*. February, 18 2020.

<https://datareportal.com/reports/digital-2020-indonesia>

Kotler, P., & Keller, K. L. (2016a). A Framework for Marketing Management. In *Marketing Management*.

Kotler, P., & Keller, K. L. (2016b). Marketing management (15th Global ed). In *England: Pearson*.

Kotler, P., & Keller, K. L. (2016c). Marketing Mangement. In *Pearson Edition Limited*.

Le-Hoang, P. V. (2020). Factors affecting online purchase intention: the case of e-commerce on lazada. *Independent Journal of Management & Production*, 11(3), 1018. <https://doi.org/10.14807/ijmp.v11i3.1088>

Lim, Y. J., Osman, A., Salahuddin, S. N., Romle, A. R., & Abdullah, S. (2016). Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase Intention. *Procedia Economics and Finance*, 35(October 2015), 401–410. [https://doi.org/10.1016/s2212-5671\(16\)00050-2](https://doi.org/10.1016/s2212-5671(16)00050-2)

MacKenzie, S. B., Lutz, R. J., & Belch, G. E. (1986). The Role of Attitude toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations. *Journal of Marketing Research*. <https://doi.org/10.2307/3151660>

Mcclure, C., & Seock, Y. (2020). Journal of Retailing and Consumer Services The role of involvement: Investigating the effect of brand ' s social media pages on consumer purchase intention. *Journal of Retailing and Consumer Services*, 53(September 2018), 101975. <https://doi.org/10.1016/j.jretconser.2019.101975>

Meskaran, F., Ismail, Z. and S. (2013). Online Purchase Intention: Effects of Trust and Security Perception. *Australian Journal of Basic and Applied Sciences*.

Naeem, M. (2021). Journal of Retailing and Consumer Services Do social media platforms develop consumer panic buying during the fear of Covid-19 pandemic. *Journal of Retailing and Consumer Services*, 58(September 2020), 102226. <https://doi.org/10.1016/j.jretconser.2020.102226>

Rahman, M. M., & Rashid, M. M. (2018). Social Media Advertising Response and its Effectiveness: Case of South Asian Teenage Customers. *Global Journal of Management and Business Research*.

Ramya, & Ali, S. A. M. (2016). Factors affecting consumer buying behaviour. *International Journal of Applied Research*.

Ratten, V. (2020). Coronavirus disease (COVID-19) and sport entrepreneurship.

International Journal of Entrepreneurial Behaviour and Research, 26(6), 1379–1388. <https://doi.org/10.1108/IJEBr-06-2020-0387>

Reinartz, W., Haenlein, M., & Henseler, J. (2009). An empirical comparison of the efficacy of covariance-based and variance-based SEM. *International Journal of Research in Marketing*. <https://doi.org/10.1016/j.ijresmar.2009.08.001>

Sammur-Bonnici, T. (2015). Brand and Branding. *Wiley Encyclopedia of Management*, October, 1–3. <https://doi.org/10.1002/9781118785317.wcom120161>

Sasmitha, J., & Mohd Suki, N. (2015). Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image. *International Journal of Retail and Distribution Management*. <https://doi.org/10.1108/IJRDM-02-2014-0024>

Schiffman, L. G., & Wisenblit, J. L. (2015). Consumer Behavior, Eleventh Edition. In *Consumer Behavior*.

Sekaran, U., & Bougie, R. (2016a). Research methods for business : a skill-building approach / Uma Sekaran and Roger Bougie. In *Nucleic Acids Research*.

Sekaran, U., & Bougie, R. (2016b). Reserach Methods for Bussiness A Skill-Bulding Approach. *Printer Trento Srl*.

Statista. (2019). *Number of digital buyers worldwide from 2014 to 2021(in billions)*. July,3 2019. <https://www.statista.com/statistics/251666/number-of-digital-buyers-worldwide/>

Suhaily, L., & Soelasih, Y. (2017). What Effects Repurchase Intention of Online Shopping. *International Business Research*. <https://doi.org/10.5539/ibr.v10n12p113>

Suki, N. M., Suki, N. M., & Azman, N. S. (2016). Impacts of Corporate Social Responsibility on the Links Between Green Marketing Awareness and Consumer Purchase Intentions. *Procedia Economics and Finance*. [https://doi.org/10.1016/s2212-5671\(16\)30123-x](https://doi.org/10.1016/s2212-5671(16)30123-x)

Tarsakoo, P., & Charoensukmongkol, P. (2019). Dimensions of social media marketing capabilities and their contribution to business performance of firms in Thailand. *Journal of Asia Business Studies*, 14(4), 441–461. <https://doi.org/10.1108/JABS-07-2018-0204>

Tsimonis, G., & Dimitriadis, S. (2014). Brand strategies in social media. *Marketing*

Intelligence and Planning. <https://doi.org/10.1108/MIP-04-2013-0056>

Wee, C., Ariff, M., Zakuan, N., Tajudin, M., Ismail, K., & Ishak, N. (2014). Consumers perception, purchase intention and actual purchase behavior of organic food products. *Review of Integrative Business and Economics Research*.

Zhou, T., Lu, Y., & Wang, B. (2009). The relative importance of website design quality and service quality in determining consumers' online repurchase behavior. *Information Systems Management*. <https://doi.org/10.1080/10580530903245663>

Zhu, Y. Q., & Chang, J. H. (2016). The key role of relevance in personalized advertisement: Examining its impact on perceptions of privacy invasion, self-awareness, and continuous use intentions. *Computers in Human Behavior*. <https://doi.org/10.1016/j.chb.2016.08.048>

